

# personal effect

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Our visit to leading law firm Taylor Wessing's new City offices prompted feelings from the start. On arrival at the tenth floor reception one has an immediate sense of the firm's brand values. As soon as the lift doors part, one is confronted with dramatic effect – subtly achieved. A series of

photographic portraits by Billy & Hells that is evocative and profound. Pictures of people. You feel Taylor Wessing's values. Corporate identity expressed as a feeling.

Tim Grant, Taylor Wessing's Head of Facilities, quickly underscores what we sense we already know – these are people people. 'The first of our key objectives in our move to New Street Square was to create a place for people. What's more, this is a place where we promote equality of